

STRUCTURALISM:

Wilhelm Wundt and Edward Titchener



Wilhelm Wundt (1832-1920)

Wilhelm Wundt (1832-1920):

- Established first Psychology Lab in Germany.
- Defined psychology as the science of human mind and consciousness.
- Used the method of objective introspection to identify the basic mental elements.

Edward Titchener (1867-1927):

- Transferred Wundt's ideas to America.



FUNCTIONALISM

William James



William James (1842-1910)

William James (1842-1910):

- Published “Principles of Psychology” in 1890. The book covers a wide range of topics, opening up the field of psychology.
- Opposed Wundt’s elemental approach, believed that “consciousness is a constant flow”.
- Believed that psychology should focus on the usefulness (or functions) of mental (learning and perceptual) abilities -- functionalism.

BEHAVIORISM:

John B. Watson



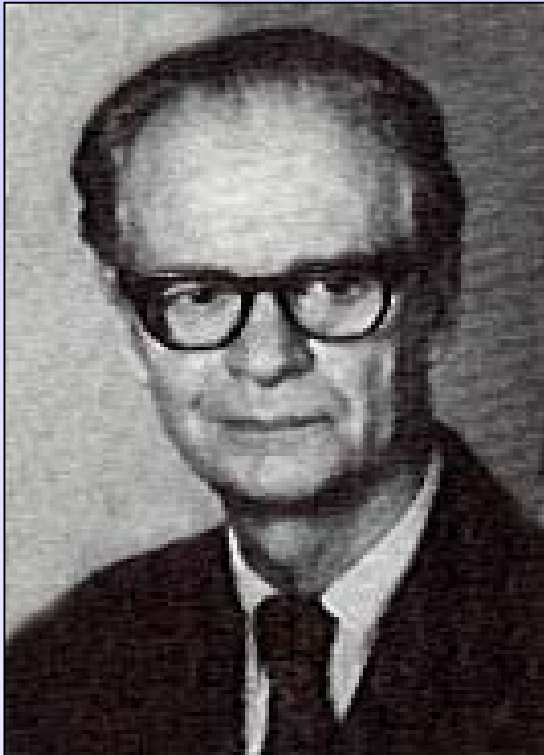
John B. Watson (1878-1958)

John B. Watson (1878-1958):

- Argued strongly against structuralism and contended that psychology should focus only on *measurable and observable behavior -- behaviorism*.
- Defined psychology as the science of behavior.
- The task of psychologists is to establish the laws of behavior: S (stimulus) ----- R (response).
- Believed in the dominant influence of learning and environment as opposed and heredity.

BEHAVIORISM:

B. F. Skinner



B. F. Skinner (1904-1990)

B. F. Skinner (1904-1990):

- A strong believer of behaviorism.
- Contributed enormously in the area of operant conditioning - learning by the consequences of behavior.
- Emphasized the roles of reinforcement and punishment in shaping and modifying behavior.

PSYCHOANALYSIS:

Sigmund Freud



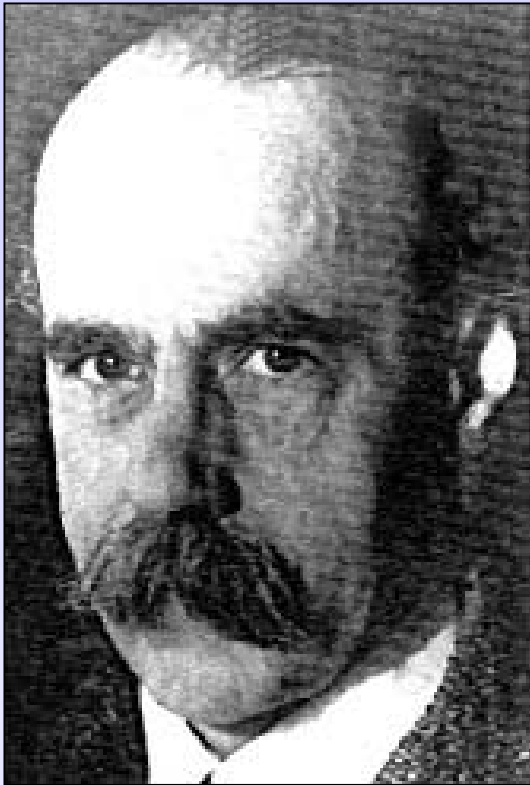
Sigmund Freud (1856-1939)

Sigmund Freud (1856-1939)

- Founder of Psychoanalysis - a personality theory and an approach to psychotherapy.
- Stressed the importance of unconscious motives.
- Emphasized the roles of early childhood experience (psychosexual stages).

GESTALT PSYCHOLOGY:

Max Wertheimer



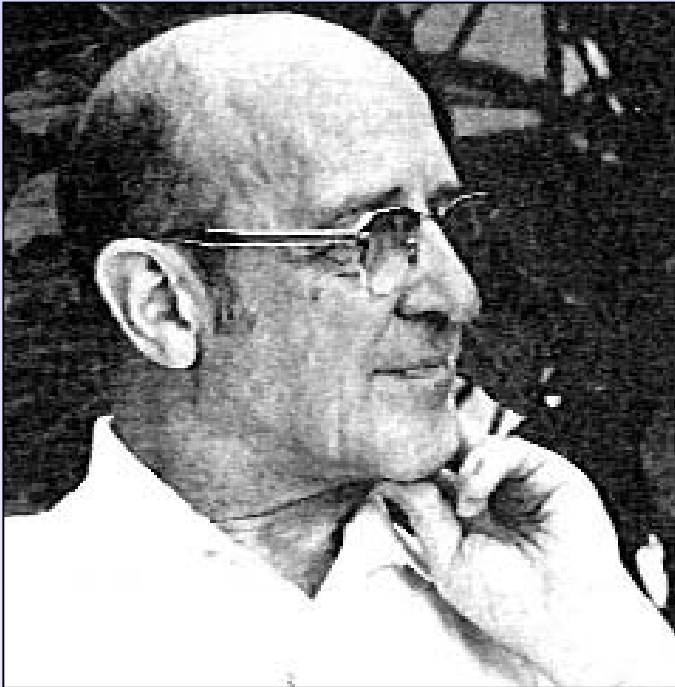
Max Wertheimer (1880-1943)

Max Wertheimer (1880-1943)

- Focused on perception and how perception influences thinking and problem solving.
- “Gestalt” means whole, configuration, pattern, and Gestalt psychologists illustrated how we tend to perceive separate pieces of information as integrated wholes.
- Opposed Wundt’s approach in searching for basic mental elements, because “the whole is more than the sum of its parts”.

HUMANISTIC PSYCHOLOGY:

Carl Rogers



Carl Rogers (1902-1987)

Carl Rogers (1902-1987):

- Founder of client-centered or person-centered therapy.
- Believed that human nature is innately good.
- Emphasized the uniqueness of human, growth potential, and human's capacity for choice and health.
- Emphasized the importance of each person's subjective experience and perception of the world.

HUMANISTIC PSYCHOLOGY:

Abraham Maslow



Abraham Maslow (1908-1970)

A. Maslow (1908-1970):

- Proposed a hierarchy of human needs, from the lowest level of physiological needs to the highest level of self-actualization need.
- Studied individuals who exemplified *self-actualization* - who used their talents and abilities to their fullest.
- Believed each person's potential in self-actualization.

COGNITIVE PSYCHOLOGY:

Computer Revolution



Computer Revolution

Cognitive Psychology:

- “Computer Revolution” advanced psychology in the study of thinking, mental processes, and problem solving.
- Cognitive psychologists apply information-processing approach to the study of human cognition.
- Cognitive psychologists believe that computer can serve as a useful model for understanding how human processes information.

History of Psychology

<i>Time Span</i>	<i>Pioneer / Main Event</i>	<i>School of Thought</i>
<i>1879 - 1910</i>	Wilhelm Wundt	Structuralism
	William James	Functionalism
<i>1910 -1930</i>	Edward Titchener	Structuralism
	John B. Watson	Behaviorism
	Max Wertheimer	Gestalt Psychology
	Sigmund Freud	Psychoanalysis
<i>1930 - 1970</i>	B. F. Skinner	Behaviorism
	Carl Rogers & A. Maslow	Humanistic Psychology
<i>1970 - Present</i>	Computer Revolution	Cognitive Psychology
	Brain Research and Imaging	Physiological Psychology